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HOW TO GROW The World's Greatest **EVERBEARING** Strawberry **MASTODON**

By
Cutler & Downing Co.
Benton Harbor, Mich.

Abide by and follow these essential factors if you wish the best results in growing Mastodon Everbearing Strawberries:

1. Set the plants early in well prepared soil, preferably a rich, moist, cool, sandy loam.
2. Prepare the soil as far as possible in advance of setting the plants.
3. Set the plants early—as soon as you would make early garden.
4. Set plants carefully. Poorly set plants cannot do their best for you.
5. At no time should the plants be in want for water or food—don't let them "cry for something to eat and drink."
6. Keep the blossoms picked off for about 60 days after plants are set then allow them to form and develop into berries. From blossom to ripe berry takes about 30 days.
7. Cultivate or mulch the soil so that it is always mellow, moist and free from weeds. Irrigate where possible.
8. All manure or commercial fertilizer should be thoroughly mixed with the soil. Avoid layers, lumps, etc., of it through the soil or in the bottom of the furrow.

SOILS. Any soil that grows a good paying crop of corn, oats, potatoes, etc., will grow Mastodon successfully, but the most ideal is a rich, moist, cool, sandy loam. Gravelly or clay loams will also grow Mastodon successfully, but more organic matter has to be added to make them more open and workable. Organic matter can be applied in the form of straw, fodder, leaves, etc.—the more decayed, the better.

Regardless to the kind of soil they are set in, the plant should never be allowed to want for water and food. Keep them always in a thrifty, vigorous condition. Since moisture is one of the necessary requisites for successful Mastodon culture, select, when possible, a rich sandy loam soil underlaid to a depth of one to two feet with a "water sand." Such a soil is always moist and cool.

SOIL PREPARATION. Thorough preparation is very essential. It should be done as far in advance of planting as possible. Freshly prepared soil, left in an open, loose condition at time of planting, will not hold moisture like soil prepared early and allowed time to settle.

With the exception of heavy soils, it is well to prepare soil for Mastodon late the Fall before, by plowing or spading it 8 to 10 inches deep and allowing it to remain in a rough, unharrowed condition over winter. Early the following spring, it should be deeply disked, harrowed and made smooth and ready for planting. By following this system the sandy loams or lighter soils will be in the best condition for successful results.

Where it is found necessary to prepare soil in the spring, do so as far as possible in advance of planting. Apply a liberal amount of manure and plow or spade 8 to 10 inches deep. Follow plowing with a clod crusher or roller, then disk, harrow and roll until the soil-bed is firm. Disk or harrow often enough thereafter to keep the soil well worked up and free from weeds, and just before planting, smooth the surface for convenience in marking out rows and planting.

An early, thoroughly prepared soil pays big. Don't neglect this essential.

ENRICHING THE SOIL. If you are to grow two quarts of berries where one was grown before, give the plants twice as much water and food as you did before. Many growers overlook this fact.

Barnyard (stable) manures are considered best for enriching soils for strawberries—sheep, cow, horse, or pig manures, are all good, but any of them should contain considerable amounts of rotted straw or other organic matter. Sheep and hog manures are very rich and should be used in about one-half the amounts given here for horse and cow manures.

To average soil, broadcast 15 to 20 wagon loads per acre, (4 to 5 bushels per square rod), of cow or horse manure as far ahead of plowing as possible and disk well into the top layers of soil before plowing under. This will get the plant foods of the

manure more evenly and thoroughly mixed with the soil than if the manure were turned directly under and laid flat in the bottom of the furrow in unbroken lumps.

After plowing, while the soil is still in a rough, unharrowed condition, apply 7 to 10 wagon loads per acre, (2 to 3 bushels per square rod), of fine, well-rotted manure, which will be thoroughly mixed with the top layer of soil by disking, harrowing, etc. Harrow, disk, and roll until you have the soil in tip-top garden shape.

COMMERCIAL FERTILIZER. On the average soil use 1500 to 2000 pounds of a 2-8-10 fertilizer per acre. On poorer soils use same amounts of a 4-4-10. Figuring at the same rate, the amount to apply on garden soils would be 10 to 12 pounds per square rod. Apply about one-third of the total amount before harrowing, one-third shortly after plants are set, and the remaining one-third about 90 days later. In applying fertilizer along the rows, scatter it so it will be worked well into the soil by hoeing and cultivation. Thoroughly mix it with the soil. At no time should fertilizer come in direct contact with the roots or leaves of the plants. Do not place fertilizer in the holes where plants are set, nor directly under them unless you mix it very evenly with the soil.

CHICKEN MANURE, in which 16 per cent Acid Phosphate is mixed, brings good results. Mix 1500 pounds of the manure with 500 of the Acid Phosphate and use about 2 tons per acre (25 pounds per square rod), applying one-third at a time as in Commercial Fertilizer.

SETTING THE PLANTS. Set Mastodon plants as early as possible in the spring after the danger of hard freezing is over—as early as you would make early garden.

Space the rows 30 inches apart in garden and 36 in field culture, spacing plants 16 inches in the row in either case. Make the hole to receive the plants with a common spade or garden trowl, by thrusting it into the soil making a V-shaped hole. Remove it carefully to prevent any dry surface soil from running in, which may stunt or kill the plant. Spread the roots in the V-shaped hole, placing them downward and do not double or curl them up at the ends. Make the holes deep enough to prevent this. Set the plant so the bud or crown tip is just even with the surface of the soil, no deeper, no shallower. Pack the soil firmly about the roots so it is in contact with all of them. Use the heel. There should be no air space around nor below the roots. This is very important.

KEEPING OFF THE BLOSSOMS. Newly set plants should not be allowed to blossom for 60 days. Pinch them off as soon as they are noticed in the crowns of the plants.

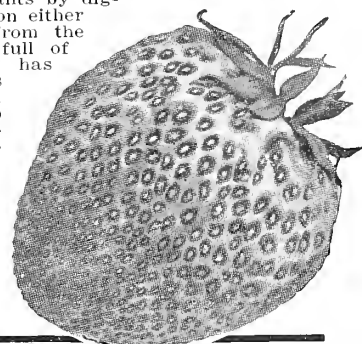
CULTIVATION. Start cultivating and hoeing shortly after the plants are set and keep it up all summer, not allowing crusts to form or the soil to become hard after rains. Shallow (2½ inches) cultivation is best. It would be well to cultivate or stir the soil about the plants or between the rows once a week.

MULCHING AROUND PLANTS. By placing straw, chaff, or other fine materials around the plants to a depth of 2 or 3 inches, the soil beneath can be kept moist and cool. The berries will also be held off the soil and will not be sandy after the rains. Mulches should not be disturbed during cultivation or hoeing. If material is available, it is often advisable to mulch between the rows as well as around the plants.

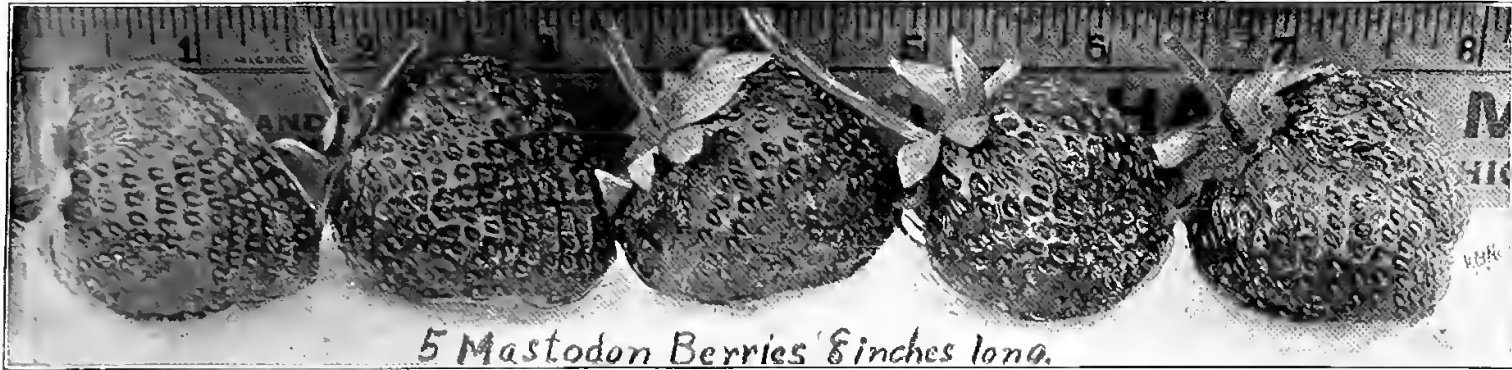
IRRIGATION. Where water is available, irrigation, or supplying the plants with needed water in some way, is very essential.

Water can be supplied to the plants by digging a shallow trough (3-4 inches) on either side of the row about 6 inches from the plants, and filling these trenches full of water in the evening. After it has soaked well into the soil so there is no danger of "puddling" the soil in the trench, draw the soil back into the trenches leaving a smooth surface. This can be done next morning. Repeat as often as necessary to keep the plants vigorous, fresh, and thrifty.

Mastodon blossoms contain both pistols and stamens. In other words, they are perfect, and do not require other varieties to fertilize them. They will blossom and develop their berries as well away from as near other varieties.



WHY Grow Ordinary Strawberries When You Can Grow These?

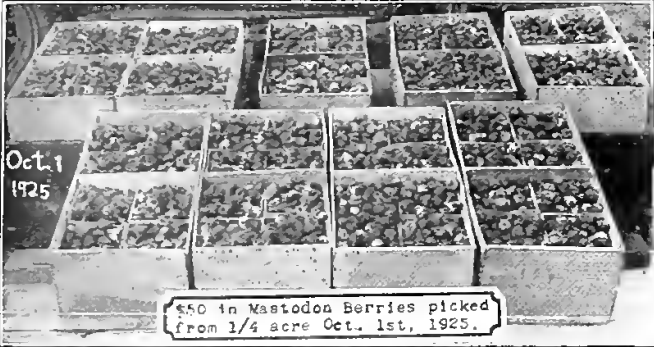


Commission Merchant Likes to Sell Mastodon

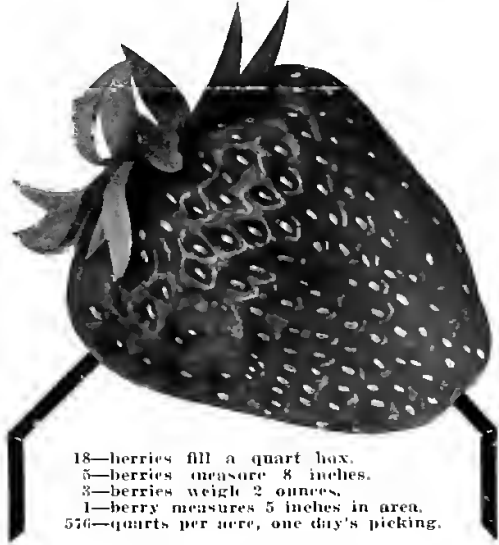
THERE is no question but what the Mastodon is the largest berry ever yet produced—and they are just as highly flavored and sweet as they are big. And the berries are very firm, reaching markets in fine, firm condition when other varieties become soft and unsaleable. Our commission merchant, Mr. M. Guggenheim of South Water Street, Chicago, states:

"Gentlemen: We are enjoying wonderful results in the selling of your Mastodon Everbearing Strawberries. We have never had the pleasure of handling any variety of everbearing strawberries with so much satisfaction. You know, by our sales, that they are bringing good prices, because they have very good appearance, good eating quality, possessing a wonderful flavor, and the carrying quality is unusual for one of the everbearing varieties. They seem to consistently come in to us firm and in perfect selling condition." M. Guggenheim & Co., South Water Market, Chicago, Illinois.

This House sold our Mastodon Berries for \$6.00 a crate (16 qts.)



These rows planted same time in same soil with same care. Note the difference in growth. Mastodons always make a good wide row.



18—berries fill a quart box.
5—berries measure 8 inches.
3—berries weigh 2 ounces.
1—berry measures 5 inches in area.
576—quarts per acre, one day's picking.

Prominent Men Praise Mastodon

M. Glen Kirkpatrick, Associate Editor, Farm Journal, Philadelphia, Pa.:

"Tried to keep the blossoms picked off but by the middle of September they got ahead of me and the first I knew I was having strawberries for breakfast and the plants are still bearing. The plants have produced quite a few runners, and considering the weather, the growth had been very vigorous. Considering the weather of the past season, I would judge that the variety is remarkable."

E. C. Lindeman, Field Secretary, American Company Life Association, Highbridge, N. J.:

"My gardner did not get the plants set for two weeks after they arrived. They grew, however, and have produced well. I have picked enough berries at one time from four plants for a meal. They are still bearing and the plants are vigorous. I want enough plants next spring for one-half an acre."

L. S. Goode, Better Homes and Gardens, Des Moines, Iowa:

"The quality of the Mastodon plants you sent was certainly excellent. With a normal season, I am confident a remarkable yield would have been secured. As it was the fall crop per plants from the Mastodon was equal to our spring crop on a bunch of Senator Dunlaps, plants for plants."

Hon. Stanley H. Kunz, Congressman, Eighth District, Illinois:

"The berries are simply delicious, and very large."

Mr. N. R. Sammet, National Representative, Wall Street, Versailles, Ohio:

"The largest berries I ever saw. They're delicious, too."

The Great New Mastodon

Gigantic — Delicious — Everbearing
Nothing Like It Ever Produced in the Strawberry Line

Wherein Mastodon Leads:

- 1. Most Prolific and Profitable of All Everbearers—
Five hundred seventy-six quarts per acre in one day's picking, selling at 35c per quart, making \$260.00 from one acre in one day.
- 2. Berries Largest of Any Known Variety—
Eighteen fill a quart box (see picture below); 5 laid end to end measure 8 inches (see picture at left); 3 weigh 2 ounces. One measures 5 inches around.
- 3. Berries Big and Uniform at All Times During Season—
The berries are just as big at the end of the season in late October (or later) as they are in July, August, or September. At no time do they run small.
- 4. Berries Very Firm and Attractive—
Mastodon berries are just as solid and firm as

- they are big, and their color is a most attractive strawberry red. Pronounced wonderful by everyone who sees them.
- 5. Berries Delicious, Highly Flavored, Sweet—
Nothing lacking in the taste of Mastodon berries. Just read on this page what our customers think of the Mastodon.
- 6. Bears Three Crops within 18 Months After Planting—
Mastodon plants begin to ripen their big, wonderful berries within 90 days after plants are set and continue until cold fall freezing weather. Then the following spring they bear as much as any spring variety. The plants then take a 6 weeks' rest and commence fruiting again and bear big, juicy berries all that summer and fall. Can you beat it? Three crops in 18 months. Plants Are Big, Vigorous and Make a Good Wide Picking Row Where Other Varieties Fail. (See picture on bottom opposite page.)
- 7.



Aren't They Big Fellows?
Reproduced from actual photograph

WHAT Chicago Tribune Says about Mastodon Everbearing two years in succession On Oct. 26, 1925

By FRANK RIDGWAY

"Commercial fruit growers are reporting big profits from the Mastodon variety of strawberry, a new everbearer which is attracting much attention in Michigan and Indiana. The experience of B. W. Keith with this berry during the last season or two will give some idea of its importance to fruit growers.

"The Keith farm, near Sawyer, Mich., started with 3,000 plants and today the patch covers about six acres on moist, sandy loam soil. Up to Oct. 20, more than 600 16-quart cases or 10,000 quarts of strawberries had been picked from the patch this season. Growers claim it is the most productive and profitable everbearing strawberry.

"From plants set on the Keith farm last April, ripe berries were picked on July 11, within 90 days after the plants were put in the ground. From the spring set plants berries were picked every three to five days, yielding by the first of August about 100 quarts per acre every five days, and at that time they sold at 30 cents a quart. Despite dry weather in early fall, 36 cases an acre were picked at one picking during the first week in September. These late picked berries sold at \$4 a 16-quart case in Chicago, netting \$5.39 a case to the grower. Cold, cloudy weather brought the pickings down to 5 cases to the acre during the first week in October.

"There are still a great many berries on the vines, but the cool, cloudy weather prevents ripening. Mr. Keith expected to get another 150 cases if the weather is favorable. Mastodon is scheduled to put the everbearer on a commercial basis so that northern markets may be supplied with plenty of strawberries from spring until freezing fall weather."

What Mr. Ridgway wrote this year

On Sept. 27, 1926

By FRANK RIDGWAY

"Mastodon, the great strawberry found in Indiana a few years ago, has stood the test in practically every section of the United States this season. It is now widely distributed and favorable reports come from experiment stations in various states where the berry has been tried.

"In some places it is said this plant of the berry family produces three or four times as much fruit in a season as any four other varieties combined.

"In a patch on B. W. and B. H. Keith's farm near Sawyer, Mich., a few weeks ago, I counted from 30 to 89 strawberries to the plant. The Keith brothers, who have done perhaps more than anyone else to develop this new berry, say it is not uncommon to find a plant with 100 berries on it. One fruiting stem in the Keith patch had 24 berries in various stages from blossoms to ripe berries. Many plants this summer have produced from a pint to a quart of berries. It only takes a few of them to fill a quart cup or box, and they are highly flavored down to the center of the berry.

"Michigan and Indiana growers are still picking strawberries in their Mastodon patches and expect to have first class berries until it freezes. Growers say it is not uncommon for them to pick berries from this everbearer up to the last week in October. Last fall on Armistice Day Michigan growers picked Mastodon strawberries. The leaves on this strain protect the fruits from frosts."

ORDER NOW!

The demand for this New Popular Berry is so great, it is unlikely the supply will hold out. Better order now and save yourself from disappointment. You simply must have some.

Fruit Trees and Plants

Above all things, you want good, clean, true to name fruit stock. We have it and have been furnishing this section for 22 years. Your neighbor will tell you about CUTLER & DOWNING quality. It is the best obtainable.

Fertilizers

A subject that few farmers know enough about, and on which will depend the profits you take off your land. Tell us about your conditions and we'll recommend the proper application.

Garden and Farm Seeds

We have seeds better than the ordinary. Seeds that will produce crops that bring profits. You can save half by buying our bulk seeds in any desired quantity. We usually have just the kind you want. Try us.

Spray Materials

Whether it is Lime-Sulphur, Arsenate, Blue Vitrol, or what not—we have it. Will gladly recommend the proper mixture for your particular need. We use DOW Lime-Sulphur—because it is best.

Whatever you want, make our store your headquarters. Always glad to have you come in, whether you buy or not. But don't forget the first time you come in leave your order for this new wonderful Everbearing Strawberry.

CUTLER & DOWNING CO., BENTON HARBOR, MICH.

Nurserymen in Berrien County for 22 Years

Store—77 Elm Street
Meet Your Friends Here

Yards and Warehouse—Park and Water
Opposite Express Office



(1) Picking Mastodons in August. Note the wide, thrifty rows.
(2) Picking Mastodons after snow falls. Mastodon plants bear heavily until cold, freezing weather.

**Only Cold
Freezing
Weather
Stops The
Mastodon**

Bears in 90 days
after plants are
set, and 10
months
out of
18

At Last! Money for
the Fruit Grower.
There are Profits in
This New Berry.

If You Do Not Read
This Pamphlet from
Cover to Cover,
You Are Passing Up
An Opportunity.

from

Cutler & Downing Co.

Nurserymen --- Seedsmen

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Read What Others Have Done With This Remarkable New Fruit